

*Application forms
may be obtained from*

THE DIRECTOR,
University Extension,
Simcoe Hall,

UNIVERSITY OF TORONTO

Phone Midway 6611
Locals 18, 21, 22, 23

P80-0220
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UNIVERSITY OF TORONTO
UNIVERSITY EXTENSION

evening classes

1953-1954

course in

ADVERTISING

*sponsored by the
Advertising and Sales Club of Toronto
beginning*

THURSDAY EVENING, OCTOBER 8TH, 1953

Room 135, McLennan Laboratory

KING'S COLLEGE ROAD, WEST SIDE, NORTH OF COLLEGE

LIFELONG LEARNING

ADVERTISING

1953—PART ONE

1954—PART TWO

TWENTY LECTURES

THURSDAY EVENINGS

This Course, which is sponsored by The Advertising and Sales Club of Toronto, is a concentrated presentation of advertising principles and technique as used in modern business. It is a practical course designed for (1) young men and women now employed in advertising who desire to increase their all-round knowledge and enhance their value to employers, (2) business men whose firms do not maintain a separate advertising department, (3) those wishing to prepare themselves for a definite career in advertising, and (4) those who wish to learn how to use advertising for their own purposes.

Special attention is given to the writing of publication, radio and television advertising; to understanding of the characteristics of media used in printed or broadcast advertising; to the public's attitude and response to advertising; and to making the dollar expended yield maximum results.

Instruction periods will be supplemented by visits to engraving plants, printing and lithographing plants, and a visit to a newspaper plant to study the entire operation of getting out a paper.

COURSE DIRECTOR: J. M. Bowman, Account Executive,
J. Walter Thompson, Co. Ltd., Toronto.

ASSISTANT DIRECTOR: John A. M. Galilee, Assistant
Manager, Association of Canadian Advertisers.

PLACE: Room 135, McLennan Laboratory.

TIME: Thursdays, 7:30 p.m., commencing October 8th.

FEE: \$20.00 for complete course, Part I—\$12.00,
Part II—\$12.00.

REGISTRATION:

By mail or in person at room 232, Simcoe Hall
(Second floor).

In order to accommodate students and enable them to
enrol early, registrations will be taken—

Wednesday, September 23rd

Thursday, September 24th

Tuesday, September 29th

Wednesday, September 30th

evenings, from 7:30 to 9 P.M. in the Mechanical Build-
ing, King's College Road.

PREPARATION AND CREATION OF ADVERTISING

October 8th

AN UNDERSTANDING OF ADVERTISING

October 15th

THE PSYCHOLOGY OF ADVERTISING

October 22nd

ADVERTISING COPY—SOURCES OF IDEAS

October 29th

ADVERTISING COPY—INCENTIVES TO
INTEREST AND ATTENTION

November 5th

ADVERTISING COPY—SUBSTANCE AND
STYLE

November 12th

BUILDING AN ADVERTISEMENT—
VISUALIZATION AND LAYOUT

November 19th

ILLUSTRATIONS—USE OF BLACK AND
WHITE AND COLOUR

November 26th

METHODS OF REPRODUCING
ADVERTISEMENTS

December 3rd

SELECTIONS OF TYPE

December 10th

REVIEW OF PART 1.

January 7th

THE COMPLETE ADVERTISING PLAN

January 14th

MARKETING RESEARCH

January 21st

PERIODICAL MEDIA

January 28th

OUTDOOR AND POINT-OF-SALE
ADVERTISING

February 4th

RADIO AND TELEVISION ADVERTISING

February 11th

DIRECT MAIL ADVERTISING

February 18th

RETAIL ADVERTISING

February 25th

MANUFACTURERS' AND DEALERS'
MERCHANDISING

March 4th

PUBLIC RELATIONS

March 11th

REVIEW OF PART 2

